

## AUTOMOBILE IMPROVEMENTS

Up-to-date Men Must Keep Posted—  
Information Furnished by  
the Jeffery People

**Always Something New**  
There is always something new for the automobile. Improvements will continue to be made each year and no one can predict what such improvements will be, any length of time in advance. One of the latest improvements is the worm drive differential. Its extra strength is not its only feature. Absolute quietness, more wearing surface giving it more perfect lubrication, less friction, and less weight have all been added to the motor car by its use. Leather couplings to take the place of metal ones in the main drive from the motor is another of the important improvements in late construction.

The only American car so far using this is the Jeffery, which has proved its success with two years use.

A vacuum system for gasoline supply is the latest for relieving pressure on the gasoline tank and for insuring an even supply to carburetor. The cantilever spring, tungsten steel valves which never need grinding, and concealed speedometer drive are other new features on all up to the minute motor cars.

**Back to the Land**  
People all over America are rapidly discovering the fact that the real wealth of the nation comes from the land. Many who hitherto felt that life was much simpler and easier in the cities are going back to the farm. Progressive farmers are adopting improved methods and by economizing in time—by using improved equipment—they are finding it possible to develop more land at less expense.

The motor truck enables a man to supervise his entire farm no matter how large it is and also to develop other tributary farms through his ability to cover more ground, carry men and implements, and use time in the field that he used to spend on the road.

**The Initial Cost**  
It costs more to buy a truck in the beginning than it does a team of horses, wagon, harness and equipment. It costs less in the end.

The time was when automobiles were not perfect mechanically. Then the farmer took a chance on difficulties which he might not have with a horse.

The Jeffery truck today, when operated at proper speed and not overloaded, will give as good service at the end of fifty thousand miles as it does the first day it works.

Think it over.

**How Many Hours a Day?**  
The longest day is never long enough on the farm. For some purposes the hand scythe may never be replaced, but the reaper does the work of scores of men. Time is the big element in these days of shortage of farm labor.

It is unnecessary to suggest the many uses to which an economical, light, high grade motor truck can be put. The progressive farmer knows what these uses are. He has been waiting only for the truck which will perform them with economy, convenience and real saving in time.

The Jeffery is that truck.

**Two Trips or One**  
No man could be busier than the farm owner when the busy season is on and the moving of his crop imperative. No other business man has to deal in such large amounts of perishable goods.

The convenience of a motor truck to a farmer makes it a positive necessity.

There is only one reason why all aggressive farmers today have not purchased motor trucks and that is because the motor truck for the farmer was not developed until Jeffery built the light three-quarter ton farm model.

**The Farm Owner's Profit**  
It costs \$2.02 a day to keep a team of horses. You can do three times as much work at less expense with a Jeffery truck and have more time for other duties and recreation with your family. We have the figures to prove that statement.

Economy, then, is the first big reason why every progressive farmer in America will eventually adopt a modern motor truck like the Jeffery. Why not now?

**The Care of the Truck**  
The Jeffery Company has built and sold many hundreds of trucks. It is an interesting fact that there has scarcely been a complaint of any kind or a breakage on any one of these trucks due to a very simple thing.

Automobile breakages occur usually during high speed driving or overloading. The Jeffery truck is built so strong that if it is operated at a reasonable rate of speed, as it must be in hauling service, and not overloaded, it will give service over a long period of time with very little attention.

**A CONFIRMED STATEMENT**  
Evidence Alliance Readers Will Appreciate

Doan's Kidney Pills have done splendid work in this locality. Have merited the unstinted praise they have received.

Here's evidence of their value that none can doubt. It's testimony from this locality twice-told and well confirmed.

Such endorsements are unique in the annals of medicine. Should convince the most skeptical Alliance reader.

George Busick, Gordon, Nebr., says: "I had a great deal of trouble from irregular passages of the kidney secretions and I also suffered from attacks of lumbago. Often the pain and lameness in my back was so acute that I was unable to stoop or do any kind of work. Doan's Kidney Pills cured me in a short time and the cure has lasted. I am glad to confirm the endorsement one of my family gave Doan's Kidney Pills in my behalf some time ago."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Busick had. Foster-Milburn Co., Props., Buffalo, N. Y.

# Opening Announcement For Spring 1915



**WITH** the advent of Spring we have ready for your approval "the pick of the market" in women's and misses' ready tailored wearing apparel.

Styles this Spring are established within clearly defined lines and will not be disturbed by mid-season changes as has sometimes been the case.

The decrees of fashion for the Spring and Summer of 1915 as approved by the authoritative influences, who are the so-called "arbiters of fashion" favor short full skirts with short suit jackets and a high waist line in strictly tailored effects.

Our Spring offerings of STYLE-CRAFT coats and suits are the famous "man-tailored" garments which embody the recommendations of the creators of fashion and all that is desirable in the man-tailoring art.

## George A. Mollring

Alliance's Most Pleasant Store

Jeffery built the light three-quarter ton farm model.

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## T. S. Fielding

### The Wardrobe

The only odorless cleaning in the City. We have the only power machinery in Alliance for the cleaning of clothes—none of that odor found in hand cleaning. The price is no higher. Try us and be convinced.

315 Box Butte Ave.  
Phone 682



### METCALFE'S PAPER— THE OMAHA NEBRASKAN

Subscriptions to Richard L. Metcalfe's paper, The Omaha Nebraskan, will be received at The Herald office at the regular subscription price of \$1.50 per year. Mr. Metcalfe is conceded to be one of the best editorial writers in America. Herald readers all know him, by reputation if not

### ONCE ON THE NOSE

your eyeglasses will neither fall off, nor shake off, if the adjustment of the guard is right. The guard we use makes the wearing of eyeglasses a possibility and a pleasure for many who have never been able to even keep eyeglasses in place. Besides getting the latest improvements in mountings, you are assured of properly ground lenses, ground by workmen of highest skill and scientific training.

**BROKEN LENSES DUPLICATED  
DRAKE & DRAKE**  
Registered Optometrists

### NOTICE

As I have been "smooched" over by the Times and doz bit in the post

THIS "PRUDENT  
MAN" PUT HIS FIRST  
SAVINGS IN THE  
BANK



John D. Rockefeller was once a poor, young man. Suppose he had not banked the FIRST money he earned, would he have become rich?

He never dabbled in get-rich-quick schemes either.

Make OUR bank YOUR bank

## First State Bank

ALLIANCE, NEBRASKA

office, within five feet of the door, by the good looking brindle Airdale terrier that everybody knows, which has been here five years and which cost \$125 by express, and he inflicted a gash two and one-half inches long in my left leg, and the doctors say I may have to go to Chicago for treatment. I wish to say that I will see that this thing is settled right.

JOE BILLS.



ST. PATRICK.

St. Patrick's Day passed almost unnoticed in Alliance this year. With the exception of a few dances and parties there was practically no observance of the day.